



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331791

Schedule Dates 09/19/12-09/24/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR, **ALL SPOTS ARE 60 SECONDS**

Date Entered 09/17/12
Last Modified 09/20/12
Entered By Dana Dixon
CO-OP No
Headline # 06320073
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,236.00
Net Total \$41,004.00
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	28	\$48,240.00
Grand Total:	28	\$48,240.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/21/12	3	1:00	5:58A- 7A (PST)	4			X	X	X			4	\$910.00	\$3,640.00	Seattle (KIRO)	6AM NEWS	9/17/12
2.0	Normal Line / Spot	09/24/12-09/24/12	3	1:00	5:58A- 7A (PST)		1							1	\$910.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/17/12
3.0	Normal Line / Spot	09/22/12-09/23/12	3	1:00	5:30P- 6P (PST)							1	1	2	\$1,100.00	\$2,200.00	Seattle (KIRO)	WKND NEWS	9/17/12
4.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	5:30P- 6P (PST)				1	1	1			3	\$1,700.00	\$5,100.00	Seattle (KIRO)	530PM NEWS	9/17/12
5.0	Normal Line / Spot	09/24/12-09/24/12	2	1:00	5:30P- 6P (PST)		1							1	\$1,700.00	\$1,700.00	Seattle (KIRO)	530PM NEWS	9/17/12
6.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	7P- 7:27P (PST)				1	1	1			3	\$1,800.00	\$5,400.00	Seattle (KIRO)	ENT TONIGHT	9/17/12
7.0	Revised Line / Spot	09/24/12-09/24/12	2	1:00	7P- 7:27P (PST)		1										Seattle (KIRO)	ENT TONIGHT	9/17/12
7.1	Normal Line / Spot	09/24/12-09/24/12	2	1:00	7P- 7:27P (PST)		2							1	\$1,800.00	\$1,800.00	Seattle (KIRO)	ENT TONIGHT	9/18/12
7.1.1	Closed Preempt	09/24/12															Seattle (KIRO)	Advertiser Instructions/Spot -	
8.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	11:35P- 12:35A (PST)	4			X	X	X			4	\$930.00	\$3,720.00	Seattle (KIRO)	D LETTERMAN	9/17/12
9.0	Normal Line / Spot	09/24/12-09/24/12	2	1:00	11:35P- 12:35A (PST)		1							1	\$930.00	\$930.00	Seattle (KIRO)	D LETTERMAN	9/17/12
10.0	Normal Line / Spot	09/19/12-09/20/12	2	1:00	11P- 11:35P (PST)				1	1				2	\$2,710.00	\$5,420.00	Seattle (KIRO)	11PM NEWS	9/17/12
11.0	Normal Line / Spot	09/22/12-09/22/12	2	1:00	11P- 11:35P (PST)							1		1	\$1,960.00	\$1,960.00	Seattle (KIRO)	SAT 11PM NEWS	9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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12.0	Normal Line / Spot	09/23/12-09/23/12	2	1:00	6:57A- CBS SUNDAY MORNING								1	1	\$1,960.00	\$1,960.00	Seattle (KIRO)	SUN MORN	9/17/12
13.0	Revised Line / Prime	09/20/12-09/20/12	4	1:00	7:58P- 9P (PST)					1							Seattle (KIRO)	BIG BANG	9/17/12
13.1	Normal Line / Prime	09/23/12-09/23/12	4	1:00	6:57P- 60 MINUTES								1	1	\$10,000.00	\$10,000.00	Seattle (KIRO)		9/18/12
14.0	Normal Line / Spot	09/20/12-09/21/12	2	1:00	6P- 6:30P (PST)	1				X	X			1	\$1,700.00	\$1,700.00	Seattle (KIRO)	530PM NEWS	9/18/12
15.0	Normal Line / Spot	09/22/12-09/22/12	3	1:00	11:35P- CBS FALL PREVIEW SHOW							1		1	\$870.00	\$870.00	Seattle (KIRO)		9/20/12
16.0	Normal Line / Spot	09/24/12-09/24/12	2	1:00	11:59A- KIRO 7 EYEWITNESS NEWS @ 12P		1							1	\$930.00	\$930.00	Seattle (KIRO)		9/20/12

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